

COMPUTER DECISIONS

May 1981

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T NELSON GEN MGT
PROJECT XANADU

PO BOX 3
SCHOOLEYS MDU NJ 07870 XXX

Dear COMPUTER DECISIONS' SUBSCRIBER:

Would you do us a favor by completing the following questions. Your response to the 3 product categories listed below plus profile questions on the following pages will be of great value.

All your answers will be held in the strictest confidence, and used in combination with others in statistical form only. A postage-paid envelope has been enclosed for your convenience.

Thanks very much for your help in this research effort.

Very truly yours,



Don Huber, Vice President/Publisher

WHICH MANUFACTURERS DO YOU CONSIDER IN PLANNING PURCHASES OF:
(Please DO NOT use Trade Name, Abbreviation or Models)

Array Processors:

Software-Conversion Packages:

Contract Programming Services:

Optical Mark Reading:



Now — just a few more minutes of your time. Please answer the following profile questions about yourself and your company. Once again — all your answers will be held in the strictest confidence, and used in combination with others in statistical form only. (1-3)

1. How many years have you been involved in MIS/dp computerization?
 4-1 ☐ 0-2 years 4-4 ☐ 7-10 years
 4-2 ☐ 3-4 years 4-5 ☐ 11-15 years
 4-3 ☐ 5-6 years 4-6 ☐ Over 15 years
2. What is your highest level of education?
 5-1 ☐ High School 5-4 ☐ Graduate Study
 5-2 ☐ Attended College 5-5 ☐ Masters Degree
 5-3 ☐ College Degree 5-6 ☐ Doctorate
3. What is your age?
 6-1 ☐ 20-24 years 6-5 ☐ 40-44 years
 6-2 ☐ 25-29 years 6-6 ☐ 45-49 years
 6-3 ☐ 30-34 years 6-7 ☐ 50-54 years
 6-4 ☐ 35-39 years 6-8 ☐ 55-59 years
 6-9 ☐ Over 60 years
4. Where do you usually read your copy of **COMPUTER DECISIONS**?
 7-1 ☐ At Work 7-2 ☐ At Home 7-3 ☐ Both
5. Do you pass along your copy of **COMPUTER DECISIONS**?
 8-1 ☐ Yes 8-2 ☐ No
6. If "Yes" how many other people read **COMPUTER DECISIONS**?
 9-1 ☐ One other 9-4 ☐ Four others
 9-2 ☐ Two others 9-5 ☐ Five others
 9-3 ☐ Three others 9-6 ☐ More than five
7. Job title/function of individual(s) magazine is passed on to:
COMPANY MANAGEMENT
 10-1 ☐ General & Corporate
 10-2 ☐ Financial
 10-3 ☐ Administrative
 10-4 ☐ Marketing

COMPUTER/SYSTEMS OPERATIONS
 11-1 ☐ Management
 11-2 ☐ Supervisory
 11-3 ☐ Staff

ENGINEERING/MANUFACTURING
 12-1 ☐ Management
 12-2 ☐ Staff
8. Do you file your copy of **COMPUTER DECISIONS**?
 13-1 ☐ Yes 13-2 ☐ No
9. If "Yes" what do you file?
 14-1 ☐ Separate articles 14-2 ☐ The entire magazine
10. Where do you receive your copy of **COMPUTER DECISIONS**?
 15-1 ☐ At work 15-2 ☐ At home

11. Please check below the products and services that you help acquire, recommend, specify or select. (check all that apply)

- | | |
|--|---|
| COMPUTERS | TERMINALS |
| 16-1 <input type="checkbox"/> Minicomputers | 17-1 <input type="checkbox"/> CRT Display |
| 16-2 <input type="checkbox"/> Microcomputers/Desktop | 17-2 <input type="checkbox"/> Graphic CRT |
| 16-3 <input type="checkbox"/> Small Business Systems | 17-3 <input type="checkbox"/> Remote Batch |
| 16-4 <input type="checkbox"/> Medium Scale Computers | 17-4 <input type="checkbox"/> Intelligent |
| 16-5 <input type="checkbox"/> Large Scale Computers | 17-5 <input type="checkbox"/> Point of Transaction |
| 16-6 <input type="checkbox"/> Programmable Calculators | 17-6 <input type="checkbox"/> Portable Terminals |
| 16-7 <input type="checkbox"/> Peripheral Controllers | |
| PERIPHERAL EQUIPMENT | |
| 18-1 <input type="checkbox"/> Tape Transports | 18-5 <input type="checkbox"/> Plotters |
| 18-2 <input type="checkbox"/> Rotating Memories/Disk Drive | 18-6 <input type="checkbox"/> Teleprinters |
| 18-3 <input type="checkbox"/> Extended Core Memories | 18-7 <input type="checkbox"/> Card/Punch/Reader Punch |
| 18-4 <input type="checkbox"/> Printers | 18-8 <input type="checkbox"/> Tape Punch/Reader |
| COMMUNICATIONS EQUIPMENT/SERVICES | OUTSIDE SOFTWARE |
| 19-1 <input type="checkbox"/> Concentrators | 20-1 <input type="checkbox"/> For Systems Applications |
| 19-2 <input type="checkbox"/> Modems/Multiplexers | 20-2 <input type="checkbox"/> For Scientific Applications |
| 19-3 <input type="checkbox"/> Test/Monitor Equipment | 20-3 <input type="checkbox"/> For Commercial Applications |
| 19-4 <input type="checkbox"/> Communications Processors | 20-4 <input type="checkbox"/> For Teleprocessing Applications |
| 19-5 <input type="checkbox"/> Private Data Link Installation | 20-5 <input type="checkbox"/> For Minicomputer Applications |
| 19-6 <input type="checkbox"/> Facsimile/Electronic Mail | |
| 19-7 <input type="checkbox"/> PBX/PABX/CBX/IBX/Computerized Phone Sys. | |
| 19-8 <input type="checkbox"/> Datacom Common Carriers | |

11. Please check below the products and services that you help acquire, recommend, specify or select. (check all that apply) (continued)

OUTSIDE SERVICES

- 21-1 ☐ Software Systems Design
 21-2 ☐ Maintenance
 21-3 ☐ Education/Training
 21-4 ☐ Timesharing

SPECIAL PURPOSE SYSTEMS

- 22-1 ☐ Computer Output Microfilmer (COM)
 22-2 ☐ Optical Reader/Scanners
 22-3 ☐ Key to Tape or Disk
 22-4 ☐ Graphic Display Design
 22-5 ☐ Minicomputer Peripherals
 22-6 ☐ Air/Access/Fire Power Control
 22-7 ☐ Microcomputer Peripherals

EXPENDABLES

- 23-1 ☐ Magnetic Tape
 23-2 ☐ Disk Packs
 23-3 ☐ Floppy Disk
 23-4 ☐ Forms
 23-5 ☐ Storage Binders
 23-6 ☐ Microfilm/Microfiche

WORD PROCESSING/OFFICE AUTOMATION

- 24-1 ☐ Stand Alone Word Processors
 24-2 ☐ Shared Logic Systems
 24-3 ☐ Time Shared Services
 24-4 ☐ Outside Software Packages for Word Processing Applications
 24-5 ☐ Local Area Networks

WORK STATIONS/ENVIRONMENTAL CONTROL/PROTECTION, FURNITURE

- 25-1 ☐ Open Plan Systems/CRT Work Stations
 25-2 ☐ Computer Room Furniture
 25-3 ☐ Media-Storage (Racks, Carts, Cabinets)
 25-4 ☐ Vaults/Safes
 25-5 ☐ Climate Control Equipment
 25-6 ☐ Power Systems-Uninterruptable-400Hz
 25-7 ☐ Electronic Security Systems
 25-8 ☐ Fire Detection/Suppression Systems

12. At this company site, we have installed: (check all that apply)

- 26-1 ☐ Large scale mainframe computers (Over \$25K Monthly)
 26-2 ☐ Small or medium-scale mainframe computers (Under \$25K Monthly)
 26-3 ☐ Minicomputers
 26-4 ☐ Microcomputers/Desktop Systems
 26-5 ☐ Small Business/Accounting Systems
 26-6 ☐ Terminals
 26-7 ☐ Remote Data Terminals, Time-Sharing Terminals
 26-8 ☐ Neither Computer nor Terminal
 26-9 ☐ Other (Please specify) _____

13. Is your firm now using Distributed or Dispersed computing?

27-1 ☐ Yes

27-2 ☐ No

If "No," do you plan to Distribute your computing within the next 18 months?

28-1 ☐ Yes

28-2 ☐ No

14. How does your organization purchase minicomputers?

- 29-1 ☐ Centrally—by the EDP Department
 29-2 ☐ Directly by User Departments
 29-3 ☐ Both

15. Primary end product or service of your firm at this location. (check ONE only)

- 30-1 ☐ Manufacturing Computer, Data Processing and Peripheral Equipment
 30-2 ☐ Other Manufacturing and Processing
 30-3 ☐ Government: Federal, State Municipal, including Military
 30-4 ☐ Educational: College, Universities, and other Educational Institutions
 30-5 ☐ Computer and Data Processing Services including Software Services, Service Bureaus, Time Sharing and Consultants
 30-6 ☐ Finance: Banking, Insurance, Real Estate, Securities, and Credit
 30-7 ☐ Trade: Wholesale and Retail
 30-8 ☐ Medical and Legal Services
 30-9 ☐ Transportation Services: Land, Sea and Air
 31-1 ☐ Utilities: Communications, Electric, Gas and Sanitary Services
 31-2 ☐ Construction: Mining and Agriculture
 31-3 ☐ Other Business Services, such as Hotels, Amusement and Non-Profit Organizations

16. Job Function:

COMPANY MANAGEMENT

- 32-1 ☐ General & Corporate
 32-2 ☐ Financial
 32-3 ☐ Administrative Services
 32-4 ☐ Marketing

COMPUTER/SYSTEMS OPERATIONS

- 32-5 ☐ Management

ENGINEERING/MANUFACTURING

- 32-6 ☐ Management

17. Sales volume of your organization (when applicable):

- 33-1 ☐ Under \$5,000,000
 33-2 ☐ \$5,000,000-\$9,999,999
 33-3 ☐ \$10,000,000-\$24,999,999
 33-4 ☐ \$25,000,000-\$49,999,999
 33-5 ☐ \$50,000,000-\$99,999,999
 33-6 ☐ \$100,000,000-\$499,999,999
 33-7 ☐ \$500,000,000-\$999,999,999
 33-8 ☐ Over \$1 billion

18. Is your organization now using DBMS or Data Management Systems Software?

- 34-1 ☐ Yes 34-2 ☐ No

19. Which of the following functions, if any, do you perform relating to the procurement of EDP equipment, software and services for your company or organization (check all that apply):

- 35-1 ☐ I evaluate the need
 35-2 ☐ I establish specifications
 35-3 ☐ I select the makes or models
 35-4 ☐ I approve or authorize the acquisition
 35-5 ☐ Other purchase involvement
 35-6 ☐ No purchase involvement

20. Please indicate any additional responsibilities: Are you involved now?

- | Office Automation | Data | Communications Voice/Phone/PBX |
|--|--|--|
| 36-1 <input type="checkbox"/> Yes 36-2 <input type="checkbox"/> No | 36-3 <input type="checkbox"/> Yes 36-4 <input type="checkbox"/> No | 36-5 <input type="checkbox"/> Yes 36-6 <input type="checkbox"/> No |

Are you likely to be more involved next year?

- | Office Automation | Data | Communications Voice/Phone/PBX |
|--|--|--|
| 37-1 <input type="checkbox"/> Yes 37-2 <input type="checkbox"/> No | 37-3 <input type="checkbox"/> Yes 37-4 <input type="checkbox"/> No | 37-5 <input type="checkbox"/> Yes 37-6 <input type="checkbox"/> No |

21. What is your salary range?

- 38-1 ☐ Up to \$15,000 38-5 ☐ \$45,001-\$55,000
 38-2 ☐ \$15,001-\$25,000 38-6 ☐ \$55,001-\$75,000
 38-3 ☐ \$25,001-\$35,000 38-7 ☐ Over \$75,000
 38-4 ☐ \$35,001-\$45,000

22. Please indicate approximately how much your organization will spend for MIS/dp equipment, services and software (outside) during 1981: (Exclude staff salaries and other internal costs):

- | | |
|---|---|
| 39-1 <input type="checkbox"/> Under \$10,000 | 40-5 <input type="checkbox"/> \$500,001-\$600,000 |
| 39-2 <input type="checkbox"/> \$10,001-\$20,000 | 40-6 <input type="checkbox"/> \$600,001-\$700,000 |
| 39-3 <input type="checkbox"/> \$20,001-\$40,000 | 40-7 <input type="checkbox"/> \$700,001-\$800,000 |
| 39-4 <input type="checkbox"/> \$40,001-\$60,000 | 40-8 <input type="checkbox"/> \$800,001-\$900,000 |
| 39-5 <input type="checkbox"/> \$60,001-\$80,000 | 40-9 <input type="checkbox"/> \$900,001-\$1,000,000 |
| 39-6 <input type="checkbox"/> \$80,001-\$100,000 | 41-1 <input type="checkbox"/> \$1,000,001-\$5,000,000 |
| 39-7 <input type="checkbox"/> \$100,001-\$150,000 | 41-2 <input type="checkbox"/> \$5,000,001-\$10,000,000 |
| 39-8 <input type="checkbox"/> \$150,001-\$200,000 | 41-3 <input type="checkbox"/> \$10,000,001-\$15,000,000 |
| 39-9 <input type="checkbox"/> \$200,001-\$250,000 | 41-4 <input type="checkbox"/> \$15,000,001-\$20,000,000 |
| 40-1 <input type="checkbox"/> \$250,001-\$300,000 | 41-5 <input type="checkbox"/> \$20,000,001-\$25,000,000 |
| 40-2 <input type="checkbox"/> \$300,001-\$350,000 | 41-6 <input type="checkbox"/> \$25,000,001-\$30,000,000 |
| 40-3 <input type="checkbox"/> \$350,001-\$400,000 | 41-7 <input type="checkbox"/> \$30,000,001-\$35,000,000 |
| 40-4 <input type="checkbox"/> \$400,001-\$500,000 | 41-8 <input type="checkbox"/> Over \$35,000,000 |

23. How many employees are there in your entire organization or firm, that is, the total number of employees including all plants, divisions, branches and subsidiaries?

- | | |
|--|--|
| 42-1 <input type="checkbox"/> Under 25 Employees | 42-6 <input type="checkbox"/> 1,000 to 2,499 Employees |
| 42-2 <input type="checkbox"/> 25 to 99 Employees | 42-7 <input type="checkbox"/> 2,500 to 4,999 Employees |
| 42-3 <input type="checkbox"/> 100 to 249 Employees | 42-8 <input type="checkbox"/> 5,000 to 9,999 Employees |
| 42-4 <input type="checkbox"/> 250 to 499 Employees | 42-9 <input type="checkbox"/> 10,000 or More Employees |
| 42-5 <input type="checkbox"/> 500 to 999 Employees | |

24. Approximately how many individuals are employed in data processing?

- | | | | |
|-------------------------------------|-------------------------------------|---------------------------------------|--|
| 43-1 <input type="checkbox"/> 1-15 | 43-3 <input type="checkbox"/> 36-49 | 43-5 <input type="checkbox"/> 100-199 | 43-7 <input type="checkbox"/> 300-399 |
| 43-2 <input type="checkbox"/> 16-35 | 43-4 <input type="checkbox"/> 50-99 | 43-6 <input type="checkbox"/> 200-299 | 43-8 <input type="checkbox"/> 400 and over |

25. Indicate mfr. of new computer(s) on order for your organization: (check all that apply)

- | | | |
|--|--|--|
| 44-1 <input type="checkbox"/> Amdahl | 44-7 <input type="checkbox"/> DEC | 45-5 <input type="checkbox"/> Nixdorf |
| 44-2 <input type="checkbox"/> Apple | 44-8 <input type="checkbox"/> Four-Phase | 45-6 <input type="checkbox"/> Perkin-Elmer |
| 44-3 <input type="checkbox"/> Burroughs | 44-9 <input type="checkbox"/> H-P | 45-7 <input type="checkbox"/> Prime |
| 44-4 <input type="checkbox"/> CDC | 44-0 <input type="checkbox"/> Honeywell | 45-8 <input type="checkbox"/> Tandy |
| 44-5 <input type="checkbox"/> Data General | 45-1 <input type="checkbox"/> IBM | 45-9 <input type="checkbox"/> TI |
| 44-6 <input type="checkbox"/> Datapoint | 45-2 <input type="checkbox"/> Magnuson | 45-0 <input type="checkbox"/> Univac |
| | 45-3 <input type="checkbox"/> NCR | 45-X <input type="checkbox"/> Wang |
| | 45-4 <input type="checkbox"/> Microdata | 45-Y <input type="checkbox"/> Other _____ |

26. Do you already have a Word Processing System(s) in your organization?

- 46-1 ☐ Yes 46-2 ☐ No

27. If you now have a Word Processing System, are you satisfied with the performance of the system?

- 47-1 ☐ Yes 47-2 ☐ No

28. Which job function is the primary influence for selecting a new Word Processing System(s) in your organization? (check only one)

- | | |
|--|--|
| 48-1 <input type="checkbox"/> General & Corporate Mgt. | 48-5 <input type="checkbox"/> MIS/dp Mgt. |
| 48-2 <input type="checkbox"/> Financial Mgt. | 48-6 <input type="checkbox"/> Office Mgt. |
| 48-3 <input type="checkbox"/> Admin. Mgt. | 48-7 <input type="checkbox"/> Word Proc. Superv. |
| 48-4 <input type="checkbox"/> Mkt. Mgt. | 48-8 <input type="checkbox"/> Engineering Mgt. |

29. Which local area network line-access do you plan to use for linking-up offices?

- 49-1 ☐ Ethernet 49-2 ☐ Other _____

30. Do you plan to acquire a PBX/computerized phone system in the next 18 months?

- 50-1 ☐ Yes 50-2 ☐ No

31. Which job function is the primary influence for selecting a new PBX/computerized phone systems in your organization? (check only one)

- | | |
|--|--|
| 51-1 <input type="checkbox"/> General & Corporate Mgt. | 51-5 <input type="checkbox"/> MIS/dp Mgt. |
| 51-2 <input type="checkbox"/> Financial Mgt. | 51-6 <input type="checkbox"/> Office Mgt. |
| 51-3 <input type="checkbox"/> Admin. Mgt. | 51-7 <input type="checkbox"/> Word Proc. Superv. |
| 51-4 <input type="checkbox"/> Mkt. Mgt. | 51-8 <input type="checkbox"/> Engineering Mgt. |

32. Do you plan to acquire microcomputer/desktop systems in the next 18 months?

- 52-1 ☐ Yes 52-2 ☐ No

32a. If "yes", quantity _____ 53-56

33. How will your organization purchase microcomputer/desktop systems in the future?

- 57-1 ☐ Centrally—by MIS/dp department
 57-2 ☐ Directly—by user department
 57-3 ☐ By user department, but with MIS/dp department approval
 57-4 ☐ Both centrally and by user dept.

34. Applications within your organization for MIS/dp equipment? (check all that apply)

- | | |
|--|---|
| 58-1 <input type="checkbox"/> MIS | 58-4 <input type="checkbox"/> Word Proc. |
| 58-2 <input type="checkbox"/> Data Proc. | 58-5 <input type="checkbox"/> Computation |
| 58-3 <input type="checkbox"/> Communications | 58-6 <input type="checkbox"/> Inst. & Control |

35. Does your organization manufacture EDP equipment, sell software or EDP services; or operate as a Systems Dealer/Integrator—acquiring EDP equipment/software for RESALE to END USERS?

- 59-1 ☐ Yes 59-2 ☐ No

36. My organization purchases EDP/MIS equipment software & services for use within this organization from other organizations.

- 60-1 ☐ Yes 60-2 ☐ No

37. Do you now have fire detection/suppression systems at your computer center?

- 61-1 ☐ Yes 61-2 ☐ No

38. If you were to change or add fire detection/suppression systems, which job function is the primary influence for selecting a new system(s)? (check only ONE)

- | | |
|--|--|
| 62-1 <input type="checkbox"/> General Corp. Mgt. | 62-5 <input type="checkbox"/> Engineering Mgt. |
| 62-2 <input type="checkbox"/> Financial Mgt. | 62-6 <input type="checkbox"/> Architects |
| 62-3 <input type="checkbox"/> Mktg. Mgt. | 62-7 <input type="checkbox"/> Consultants |
| 62-4 <input type="checkbox"/> EDP Mgt. | 62-8 <input type="checkbox"/> Security Mgt. |
| | 62-9 <input type="checkbox"/> Other _____ |

39. How often per year do you reconfigure your data processing equipment?

- | | | |
|---|---|--|
| 63-1 <input type="checkbox"/> 1-2 times | 63-3 <input type="checkbox"/> 5-6 times | 63-5 <input type="checkbox"/> 10-12 times |
| 63-2 <input type="checkbox"/> 3-4 times | 63-4 <input type="checkbox"/> 7-9 times | 63-6 <input type="checkbox"/> More than 12 |

40. Besides COMPUTER DECISIONS, what other work related publications do you receive?

EDP Publications you receive direct from publisher.

- 64 ☐ _____
 65 ☐ _____
 66 ☐ _____

EDP Publications you receive on a Pass-Along basis (routed copy).

- 67 ☐ _____
 68 ☐ _____
 69 ☐ _____

THANK YOU VERY MUCH